

08-09-2000

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FORM PTO-1594  
1-31-92



U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

101426358

To the Honorable Commissioner of Patents and Trademarks, or copy thereof.

1. Name of conveying party(ies):

United Advertising Publications, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other \_\_\_\_\_
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?  Yes  No

3. Nature of Conveyance:

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

Execution Date: December 19, 1999

2. Name and address of receiving party(ies):

Name: United News & Media, Ltd.

7-14-00

Address: 15400 Knoll Trail  
Suite 400  
Dallas, Texas 75248

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached  Yes  No  
(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,124,299 - PRINTERS HOT LINE; 1,068,092 - COMPUTER HOT LINE;  
1,839,370 - TELECOM GEAR; 1,780,210 - DIRECT DIAL; 2,068,459 -  
PHOTOSHOPPER; 2,164,843 - WORLD WIDE BUYING NETWORK

Additional numbers attached?  Yes  No

5. Name and address of party to whom correspondence concerning document should be mailed:

Jeffrey H. Kaufman  
OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.  
Attorneys at Law  
Fourth Floor  
1755 Jefferson Davis Highway  
Arlington, Virginia 22202

OSMMN Ref: 6170-0027-33

6. Total number of applications and registrations involved: 6

7. Total fee (37 CFR 3.41): . . . \$ 165.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 15-0030  
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

**To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.**

Jeffrey H. Kaufman  
Name of Person Signing

*Jeffrey H Kauf*  
Signature

7/14/00  
Date

Total number of pages including cover sheet, attachments, and document: 7

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

08/08/2000 NTHA11 00000258 1124299

Commissioner of Patents and Trademarks  
Box Assignments  
Washington, D.C. 20231

01 FC:481 40.00 OP  
02 FC:482 125.00 OP

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

## ASSIGNMENT OF INTELLECTUAL PROPERTY

WHEREAS, United Advertising Publications, Inc. ("Assignor"), a corporation organized and existing under the laws of the state of Washington and having an office and place of business at 15400 Knoll Trail Suite 400, Dallas, Texas 75248

(a) is the owner of the entire right, title and interest in, to, and under any and all copyrights related to the titles and publications as set forth on Exhibit A attached hereto and made a part hereof, arising as a matter of common law right or by affixing the work in a tangible medium with proper copyright notice;

(b) has adopted and is using marks for which Assignor has filed applications for registration in the United States Patent and Trademark Office, which marks and their respective serial numbers are set forth on Exhibit B attached hereto and made a part hereof;

(c) has adopted, used and is using marks which are registered in the United States Patent and Trademark Office, which trademarks along with their respective registration numbers are set forth on Exhibit C attached hereto, and made a part hereof; and

(d) is the registrant and owner of the following internet domain names:

www.thewwbn.com  
www.computerhotline.com  
www.telegear.com  
www.printershotline.com  
www.photoshopper.com  
www.worldwidebuyingnetwork.com

WHEREAS, United News & Media, Ltd., a Texas limited partnership ("Assignee") having an office and place of business at 15400 Knoll Trail, Suite 400, Dallas, Texas 75248, is desirous of acquiring said copyrights, said marks, and, as applicable, said registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

Assignor does hereby assign unto the said Assignee all right, title, and interest in, and to

(a) said copyrights;

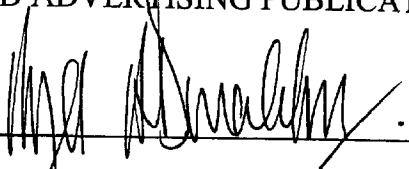
(b) said marks, together with the good will of the business symbolized by the mark, the above identified applications for registration thereof, and the above-identified registration thereof;

(c) said internet domain names together with the goodwill of the business symbolized by said domain names; and

(d) said common law trademark rights in the names IS Business Partners and Tele. Business Partners.

Assignor:

UNITED ADVERTISING PUBLICATIONS, INC.

By:   
Its: \_\_\_\_\_

State of \_\_\_\_\_ §  
County of \_\_\_\_\_ § ss:  
§

On this \_\_\_\_\_ day of \_\_\_\_\_, 19\_\_ before me appeared \_\_\_\_\_, the person who signed this instrument, who acknowledged that he/she signed it as a free act on behalf of the identified corporation.

  
Signature of Notary Public

12/19/99  
Commission Expires

EXHIBIT A

Computer Hot Line

Computer Hot Line International

Photoshopper

Photoshopper International

Printers Hot Line

Telecom Gear

Telecom Gear International

IS Business Partners

Tele. Business Partners

EXHIBIT B

<u>Trademark/Service mark</u>	<u>Serial No.</u>	<u>Dated Filed</u>
Photoshopper	74/711,094	August 4, 1995
Photoshopper.com	74/711,093	August 4, 1995
World Wide Buying Network	75/150,782	August 14, 1996

EXHIBIT C

	<u>U.S.</u>	<u>Registration No.</u> <u>Mexico</u>	<u>Canada</u>
Printers Hot Line	1,124,299	503537	436,379
Computer Hot Line	1,068,092	446264	436,373
Telecom Gear	1,839,370	503626	735,011
Direct Dial	1,780,210	N/A	N/A